

ORDER



Orders
Order / Rev: 724097
Alt Order #: 06389991
Product Desc: AMERICAN CROSSROADS
Estimate: 1271
Flight Dates: 10/25/12 - 11/03/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Crossroads Media/ POL
Buying Contact:
Billing Contact:
 66 Canal Center Plaza Suite 500
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: IS-Candidate/Presidential,IS-Candidate/
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	28	\$74,100.00	\$62,985.00
10/29/12	11/03/12	58	\$140,350.00	\$119,297.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$74,100.00	\$62,985.00	0.00
November 2012	58	\$140,350.00	\$119,297.50	0.00
Totals	86	\$214,450.00	\$182,282.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/26/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	1:00	1	\$5,600.00	P-5	0.00	NM	2	\$11,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$5,600.00		0.00			
	Week:	10/29/12	11/04/12	----F--		1				\$5,600.00		0.00			
2	WKYC	10/26/12	11/02/12	M-F 2-3p Rachel Ray	CM	2-3p	----F--	1:00	1	\$1,600.00	P-5	0.00	NM	2	\$3,200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$1,600.00		0.00			
	Week:	10/29/12	11/04/12	----F--		1				\$1,600.00		0.00			
3	WKYC	10/26/12	11/02/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	----F--	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$600.00		0.00			
	Week:	10/29/12	11/04/12	----F--		1				\$600.00		0.00			
4	WKYC	10/26/12	11/02/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm (2:05 XM-2:35 XM)	----F--	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--		1				\$600.00		0.00			
	Week:	10/29/12	11/04/12	----F--		1				\$600.00		0.00			

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Advertiser: American Crossroads
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 Estimate: 1271

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	10/26/12	11/02/12	M-F 3-4p The Doctors	CM	3p-4p	----F--	1:00	1	\$1,600.00	P-5	0.00	NM	2	\$3,200.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$1,600.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	----F--	1		\$1,600.00		0.00						
6	WKYC	10/26/12	11/02/12	Early Today Early Today	CM	4a-430a	----F--	1:00	1	\$400.00	P-5	0.00	NM	2	\$800.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$400.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	----F--	1		\$400.00		0.00						
7	WKYC	10/26/12	11/02/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	1:00	1	\$750.00	P-5	0.00	NM	2	\$1,500.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$750.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	----F--	1		\$750.00		0.00						
8	WKYC	10/26/12	11/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	1:00	1	\$2,400.00	P-5	0.00	NM	2	\$4,800.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$2,400.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	----F--	1		\$2,400.00		0.00						
9	WKYC	10/26/12	11/02/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$5,000.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	----F--	1		\$5,000.00		0.00						
10	WKYC	10/26/12	11/02/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$5,000.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	----F--	1		\$5,000.00		0.00						
11	WKYC	10/26/12	11/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	1:00	1	\$2,400.00	P-5	0.00	NM	2	\$4,800.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$2,400.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	----F--	1		\$2,400.00		0.00						
12	WKYC	10/29/12	10/29/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	1:00	1	\$5,600.00	P-5	0.00	NM	1	\$5,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$5,600.00		0.00						
13	WKYC	10/29/12	10/29/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$1,600.00		0.00						
14	WKYC	10/29/12	10/29/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	M-----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$600.00		0.00						
15	WKYC	10/29/12	10/29/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	M-----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$600.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
16	WKYC	10/29/12	10/29/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,600.00		0.00			
17	WKYC	10/29/12	10/29/12	Early Today Early Today	CM	4a-430a	M-----	1:00	1	\$400.00	P-5	0.00	NM	1	\$400.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
18	WKYC	10/29/12	10/29/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	1:00	1	\$750.00	P-5	0.00	NM	1	\$750.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$750.00		0.00			
19	WKYC	10/29/12	10/29/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$2,400.00		0.00			
20	WKYC	10/29/12	10/29/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$5,000.00		0.00			
21	WKYC	10/29/12	10/29/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$5,000.00		0.00			
22	WKYC	10/29/12	10/29/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$2,400.00		0.00			
23	WKYC	10/27/12	11/03/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-----S-	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$600.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$600.00		0.00			
24	WKYC	10/27/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$5,000.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$5,000.00		0.00			
25	WKYC	10/27/12	11/03/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
CH. 3 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$5,000.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$5,000.00		0.00			
26	WKYC	10/28/12	10/28/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-----S	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$600.00		0.00			
27	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	1:00	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
27	WKYC	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	1:00	1	\$6,000.00	P-5	0.00	NM	1	\$6,000.00
SUNDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$6,000.00		0.00						
28	WKYC	10/28/12	10/28/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
CH. 3 NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$5,000.00		0.00						
29	WKYC	10/25/12	11/01/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	1:00	1	\$5,600.00	P-5	0.00	NM	2	\$11,200.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$5,600.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$5,600.00		0.00						
30	WKYC	10/25/12	11/01/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	---T---	1:00	1	\$1,600.00	P-5	0.00	NM	2	\$3,200.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,600.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$1,600.00		0.00						
31	WKYC	10/25/12	11/01/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	---T---	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$600.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$600.00		0.00						
32	WKYC	10/25/12	11/01/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	---T---	1:00	1	\$600.00	P-5	0.00	NM	2	\$1,200.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$600.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$600.00		0.00						
33	WKYC	10/25/12	11/01/12	M-F 3-4p The Doctors	CM	3p-4p	---T---	1:00	1	\$1,600.00	P-5	0.00	NM	2	\$3,200.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,600.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$1,600.00		0.00						
34	WKYC	10/25/12	11/01/12	Early Today Early Today	CM	4a-430a	---T---	1:00	1	\$400.00	P-5	0.00	NM	2	\$800.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$400.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$400.00		0.00						
35	WKYC	10/25/12	11/01/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	1:00	1	\$750.00	P-5	0.00	NM	2	\$1,500.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$750.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$750.00		0.00						
36	WKYC	10/25/12	11/01/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	1:00	1	\$2,400.00	P-5	0.00	NM	2	\$4,800.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$2,400.00		0.00						
Week:		10/29/12	11/04/12	---T---	1		\$2,400.00		0.00						
37	WKYC	10/25/12	11/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

Order / Rev: 724097
 Alt Order #: 06389991
 Flight Dates: 10/25/12 - 11/03/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1271

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
37	WKYC	10/25/12	11/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$5,000.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$5,000.00		0.00			
38	WKYC	10/25/12	11/01/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	1:00	1	\$5,000.00	P-5	0.00	NM	2	\$10,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$5,000.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$5,000.00		0.00			
39	WKYC	10/25/12	11/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	1:00	1	\$2,400.00	P-5	0.00	NM	2	\$4,800.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$2,400.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$2,400.00		0.00			
40	WKYC	10/30/12	10/30/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	1:00	1	\$5,600.00	P-5	0.00	NM	1	\$5,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$5,600.00		0.00			
41	WKYC	10/30/12	10/30/12	M-F 2-3p Rachel Ray	CM	2-3p (2:00 PM-3:00 PM)	-T-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,600.00		0.00			
42	WKYC	10/30/12	10/30/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	-T-----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$600.00		0.00			
43	WKYC	10/30/12	10/30/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	-T-----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$600.00		0.00			
44	WKYC	10/30/12	10/30/12	M-F 3-4p The Doctors	CM	3p-4p	-T-----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,600.00		0.00			
45	WKYC	10/30/12	10/30/12	Early Today Early Today	CM	4a-430a	-T-----	1:00	1	\$400.00	P-5	0.00	NM	1	\$400.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$400.00		0.00			
46	WKYC	10/30/12	10/30/12	M-F 430a-5a 430a News	CM	430a-5a	-T-----	1:00	1	\$750.00	P-5	0.00	NM	1	\$750.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$750.00		0.00			
47	WKYC	10/30/12	10/30/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,400.00		0.00			
48	WKYC	10/30/12	10/30/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 724097
 Alt Order #: 06389991
 Flight Dates: 10/25/12 - 11/03/12

Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1271
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
48	WKYC	10/30/12	10/30/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	-T-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$5,000.00		0.00						
49	WKYC	10/30/12	10/30/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$5,000.00		0.00						
50	WKYC	10/30/12	10/30/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$2,400.00		0.00						
51	WKYC	10/31/12	10/31/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	1:00	1	\$5,600.00	P-5	0.00	NM	1	\$5,600.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$5,600.00		0.00						
52	WKYC	10/31/12	10/31/12	M-F 2-3p Rachel Ray	CM	2-3p	--W----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,600.00		0.00						
53	WKYC	10/31/12	10/31/12	Overnight M-Su Overnights	CM	M-Su 2xm-5am	--W----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
OVERNIGHTS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$600.00		0.00						
54	WKYC	10/31/12	10/31/12	Today Show Overnight Today Show Overnight	CM	2xm-3xm	--W----	1:00	1	\$600.00	P-5	0.00	NM	1	\$600.00
TODAY ALL NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$600.00		0.00						
55	WKYC	10/31/12	10/31/12	M-F 3-4p The Doctors	CM	3p-4p (3:00 PM-4:00 PM)	--W----	1:00	1	\$1,600.00	P-5	0.00	NM	1	\$1,600.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$1,600.00		0.00						
56	WKYC	10/31/12	10/31/12	Early Today Early Today	CM	4a-430a	--W----	1:00	1	\$400.00	P-5	0.00	NM	1	\$400.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$400.00		0.00						
57	WKYC	10/31/12	10/31/12	M-F 430a-5a 430a News	CM	430a-5a	--W----	1:00	1	\$750.00	P-5	0.00	NM	1	\$750.00
CH3 4:30 AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$750.00		0.00						
58	WKYC	10/31/12	10/31/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--W----	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
CH. 3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$2,400.00		0.00						
59	WKYC	10/31/12	10/31/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00
CH. 3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$5,000.00		0.00						
60	WKYC	10/31/12	10/31/12		CM	7a-9a	--W----	1:00	1	\$5,000.00	P-5	0.00	NM	1	\$5,000.00

Order / Rev: 724097
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Advertiser: American Crossroads
 Product Desc: AMERICAN CROSSROADS
 Estimate: 1271

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 7-9a Today															
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-- W- - - -	1		\$5,000.00		0.00							
61	WKYC	10/31/12	10/31/12	M-F 9-10a Today II	CM	9a-10a	- - W- - - -	1:00	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
Today Show II															
TODAY SHOW 9-10A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	-- W- - - -	1		\$2,400.00		0.00							
													Totals	86	\$214,450.00